Shannon Soper
Berkeley, CA
www.shannon-soper.com

Product Designer with a UX Research passion

3+ years designing developer tools and 6+ years designing learning experiences

Product Designer—Gatsby, Berkeley, CA   2019—Present

- Designed alpha versions of Gatsby Desktop, Gatsby Recipes, and Gatsby Admin
- Designed better error messages for open source project
- Identified and ranked impact of design projects for Gatsby Cloud
- Redesigned Netlify integration flow on Gatsby Cloud onboarding, which resolved pain points in 5 usability tests
- Redesigned new Gatsby Cloud onboarding, which resolved pain points in 5 usability tests
- Interviewed 6 content editors, analyzed results, presented their "jobs to be done" to exec team to inform product roadmap of Gatsby Preview

UX Specialist and Head of Learning—Gatsby, Berkeley, CA   2017–2019

- Led design process of Gatsby Plugin Library, which has grown from 51 to 2250+ plugins over the last 2.5 years
- Researched and designed Hacktoberfest onboarding, doubling new open source contributors
- Led design process of the main Gatsby Tutorial, the Gatsby Documentation sidebar, the Site Showcase, and Gatsbyjs.org's homepage. Successfully resolved main user confusion as proven in usability tests
- Redesigned tutorial and successfully resolved points of confusion in 5 usability tests

Instructional Designer—Nutraceutical Corp., Park City, UT   2016—2017

- Conducted product needs evaluation involving 6 stakeholders
- Revised all internal training to reach industry-best standards
- Coordinated with department heads to create new employee-focused training

Instructional Designer—Instructure, SLC, UT   2014—2016

- Designed and led onboarding courses for 250+ new salespeople
- Designed online courses that increased sales team's adoption of new methodology from 5% to 60%
- Produced 20+ hours of memorable and engaging workshops

MA English, Rhetoric & Composition emphasis—Brigham Young University   2015
BA English Literature with Honors, Music minor—Brigham Young University   2012

Skills n' Hobbies

Figma · FullStory · Zoom · usertesting.com · cooking · playing guitar and piano · hiking

LinkedIn Profile: http://www.linkedin.com/in/shannonsoper
Portfolio: https://www.shannon-soper.com/